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**TRANSMITTAL  
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

5

Application Number

10/618,154

Filing Date

July 11, 2003

First Named Inventor

M. Scott Reichardt

Art Unit

2623

Examiner Name

Hoang Nguyen

Attorney Docket Number

UV-174 Cont. 2

**ENCLOSURES (Check all that apply)**

<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Terminal Disclaimer	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):
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<input checked="" type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> CD, Number of CD(s) _____	
	<input type="checkbox"/> Landscape Table on CD	
<input type="checkbox"/> Certified Copy of Priority Document(s)	<b>Remarks</b>	
<input type="checkbox"/> Reply to Missing Parts/Incomplete Application	The Director is hereby authorized to charge payment of any additional filing fees or surcharges required under 37 C.F.R. § 1.16 and § 1.17, in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 06-1075, (Order No. 003597-0174). A duplicate copy of this transmittal letter is transmitted herewith.	
<input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53		

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm Name	ROPES & GRAY LLP		
Signature			
Printed name	Brian E. Mack		
Date	September 7, 2007	Reg. No.	57,189

**CERTIFICATE OF EXPRESS MAILING – Express Mail No. EM015924744US**

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Signature			
Typed or printed name	ROSE MARIE DHANRAJ	Date	September 7, 2007

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : M. Scott Reichardt et al.  
Application No. : 10/618,154  
Filed : July 11, 2003  
For : SYSTEMS AND METHODS FOR COORDINATING  
INTERACTIVE AND PASSIVE ADVERTISEMENT  
AND MERCHANDISING OPPORTUNITIES  
Group Art Unit : 2623  
Confirmation No. : 4144  
Examiner : Hoang Nguyen

New York, N.Y. 10036  
September 7, 2007

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97, applicants  
hereby make the following references of record in the above-  
identified patent application:

U.S. Patent Documents

7,159,232	01-02-2007	Blackketter et al.
7,010,801	03-07-2006	Jerding et al.
7,143,428	11-28-2006	Bruck et al.
6,754,905	06-22-2004	Gordon et al.

6,698,020	02-24-2004	Zigmond et al.
6,505,348	01-07-2003	Knowles et al.
6,526,577	02-25-2003	Knudson et al.
6,584,153	06-24-2003	Gordon et al.
6,481,012	11-12-2002	Gordon et al.
6,177,931	01-23-2001	Alexander et al.
6,006,257	12-21-1999	Slezak, Robert J.

The aforementioned references are listed on the accompanying Form PTO/SB/08A (submitted in duplicate).

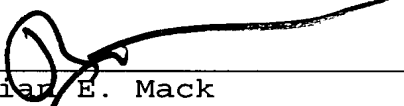
Pursuant to 37 C.F.R. § 1.98(a) (2) (ii), copies of the above "U.S. Patent Documents" are not provided.

Applicants reserve the right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered.

It is respectfully requested that these documents be (1) fully considered by the United States Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application. Applicants request that a copy of Form PTO/SB/08A, as considered and initialed by the Examiner, be returned with the next communication.

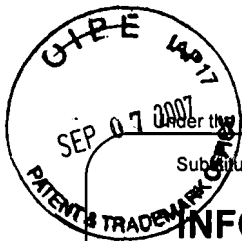
Consideration of the foregoing in relation to this  
patent application is respectfully requested.

Respectfully submitted,



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Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet

1

of

1

**Complete if Known**

Application Number	10/618,154
Filing Date	July 11, 2003
First Named Inventor	M. Scott Reichardt
Art Unit	2623
Examiner Name	Hoang Nguyen
Attorney Docket Number	UV-174 Cont. 2

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
		7,159,232	01-02-2007	Blacketter et al.	
		7,010,801	03-07-2006	Jerding et al.	
		7,143,428	11-28-2006	Bruck et al.	
		6,754,905	06-22-2004	Gordon et al.	
		6,698,020	02-24-2004	Zigmond et al.	
		6,505,348	01-07-2003	Knowles et al.	
		6,526,577	02-25-2003	Knudson et al.	
		6,584,153	06-24-2003	Gordon et al.	
		6,481,012	11-12-2002	Gordon et al.	
		6,177,931	01-23-2001	Alexander et al.	
		6,006,257	12-21-1999	Slezak, Robert J.	

Examiner  
SignatureDate  
Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup>Applicant's unique citation designation number (optional). <sup>2</sup>See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup>For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup>Applicant is to place a check mark here if English language Translation is attached.

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